

ORDER

KSNV

Orders
Order / Rev: 108275
Alt Order #:
Product Desc: October 2012 Campaign - Supplemental
Estimate:
Flight Dates: 10/29/12 - 11/05/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

Primary AE: Kevin Goodell
Sales Office: VEGS
Sales Region: Local

Agency
Name: Policy Communications
Buying Contact:
Billing Contact:
 415 S. 6th St.
 Las Vegas, NV 89101

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Committee to Re-Elect Judge Adriana
Demographic: A25-54
Product Codes: PLC12
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	17	\$10,550.00	\$8,967.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$10,550.00	\$8,967.50	0.00
Totals	17	\$10,550.00	\$8,967.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/31/12	10/31/12	Today Show	CM	658a-9am	--W----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$900.00		0.00			
N 2	KSNV	10/30/12	11/05/12	M-F 6-7a WakeUp w/Wag	CM	6-7a	-----	:30	0	\$700.00	2	0.00	NM	2	\$1,400.00
				M-F 6-7a WakeUp w/Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$700.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N 3	KSNV	10/30/12	11/01/12	Noon News	CM	12-1230pm	-TWT---	:30	0	\$275.00	2	0.00	NM	3	\$825.00
				Noon News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWT---		3				\$275.00		0.00			
N 4	KSNV	10/30/12	11/01/12	M-F Early News	CM	5-630p	-T-T---	:30	0	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2				\$1,200.00		0.00			
N 5	KSNV	11/04/12	11/04/12	News 3 Today - SUNDAY	CM	9am-930a	-----	:30	0	\$500.00	1	0.00	NM	1	\$500.00
				News 3 Today - SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$500.00		0.00			
N 6	KSNV	10/29/12	11/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-----	:30	0	\$450.00	2	0.00	NM	3	\$1,350.00
				4PM NEWS (1 hour)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Alt Order #:
Flight Dates: 10/29/12 - 11/05/12

Advertiser: Committee to Re-Elect Judge Adriana E:
Product Desc: October 2012 Campaign - Supplemental
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KSNV	10/29/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	-----	:30	0	\$450.00	2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-W----		2				\$450.00		0.00			
Week:		11/05/12	11/11/12	M-----		1				\$450.00		0.00			
N 7	KSNV	10/31/12	10/31/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$775.00	2	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1				\$775.00		0.00			
N 8	KSNV	10/30/12	10/30/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	-----	:30	0	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----		1				\$900.00		0.00			
N 9	KSNV	11/04/12	11/04/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----	:30	0	\$900.00	2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$900.00		0.00			
N 10	KSNV	10/29/12	11/01/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	-----	:30	0	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M--T---		2				\$300.00		0.00			
													Totals	17	\$10,550.00